

### Abstract of the Disclosure

The present invention comprises a method and system for accomplishing addressable, or targeted, advertising to subscribers during programming that the subscribers have recorded. Specifically, the invention provides for the means to deliver specific, and in some cases, individualized ads, to subscribers that have programmed a recording device to record one or more programs. This targeted advertising system identifies the timing and characterization of programs to be recorded, and the probable subscriber of those programs. Using the subscriber profiles of those subscribers, either already developed or generated on-the-fly based on program selection, and ad characterizations/profiles, the system generates a schedule of ads to be inserted into the avails (advertising opportunities) of the programming as it is recorded. The schedule generated can depend on, inter alia, correlations or matching between the ad profiles and the subscribers' profile, scheduling requirements, i.e., contracts and sales with advertisers, and timing. In one embodiment the schedule along with the ads are delivered to the STB for insertion during the recorded programming. In another embodiment, the ads are periodically delivered and stored on the STB and the STB generates the schedule based on a scheduling algorithm. Ads are inserted into the avails according to the schedule, and a record of such insertion is generated to be used for billing. This system allows for targeted advertising to be delivered to subscribers during recorded programming and thus provides for additional opportunities for advertisers to reach subscribers in a highly addressable fashion.